

## MARKETING USING DISTRIBUTED COMPUTING

### ABSTRACT

A commercial activity can be marketed using distributed computing. Processor-executable code is sent to a plurality of users. The users are requested to run the processor-executable code on network-coupled computing arrangements accessible by the users. A distributed computing task is performed on each of the computing arrangements by running the processor-executable code on the computing arrangements. The distributed computing tasks work in concert to solve a computational problem. As a result of the distributed computing task, a user-perceivable experience is provided via the computing arrangements. The user-perceivable experience is configured for purposes of marketing the commercial activity.